



Burlingame Community for Education Foundation
Post Office Box 117730 Burlingame, CA 94011-7730
650.259.3824 www.bcefoundation.org

BCE Board Meeting Minutes

April 15, 2008

BIS 7-9PM

Members Present: Emily Matthews, Kerry Bitner, Jean Baker, Terese Russell, Sandra Sullivan, Denise Fawcett, Leslie Ragsdale, Marcia Bauer, Juli Devincenzi, Perissa Clark, Jenifer Beswick, Ricardo Ortiz, Bill Crandall, Nicole Johnson, Christine Seeley, Jan Keele, Jill Goldsmith, Leslie With

Others Present: Jennifer Slaboda

1. Call to Order

Christine Seeley called the meeting to order at 7:08

2. Approval of March Minutes

Leslie Ragsdale moved to approve the March minutes, and Ricardo Ortiz seconded the motion. All present voted in favor.

3. President's Comments

Christine Seeley announced that the Budget Advisory Committee survey is up online and encouraged all of us to do it. It will be up thru Wed., April 16. There are BCE items on the list of programs funded. It doesn't mean these programs are targets for cuts - they are there for informational purposes. She distributed a copy of a letter to state representatives and the Governor that we can all mail. It will be up on the BCE website and e-mailed to the whole district. Christine will also e-mail it the board and has sent it to Debbie Oldham.

4. Partner Updates

- **School Board Update**

Christine reported for Mark Intrieri. There is an interim principal in place at Washington and an interview process is in place. The school board has hired a consultant to look at redistricting. Enrollment looks like it's going up which means an increase ADA - more funding for the district. They hope to complete the work on the Lincoln roof and the BIS auditorium this summer. There are upcoming school board meetings on April 22 and April 23 which is a closed session for personnel matters. The search for the new superintendent is going well.



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5. Lead Donor Report

Bill Crandall reported that he and Donna met with Christine Seeley and they have set a target of raising an additional \$60K from lead donors by the end of the year. They have identified donors who have given less than their average over the past 4 years. The top 25 people on the list have the potential to donate \$140K if they are convinced to give at their average level, and the next 50 would add an additional \$135K. They do need to filter out the alumni, although they should be targeted for donations as well. He distributed a sample spreadsheet from Telosa with a group of donors for us to review. He distributed a sample contact sheet for a lead donor. He requested our help making calls to the top 75 donors. He passed around a list for us to look at and asked us to each volunteer to call five people. Perissa suggested that they add the list of top bidders from the 2007 dinner dance that did not attend in 2007. She mentioned that Bill should check if Telosa captured the families that sponsored the tennis tournament. Denise Fawcett also suggested that we target 2007 fund-a-need donors who did not attend the 2008 dinner dance. Bill will also provide a script for the phone calls and he'll distribute that for our review first.

6. Recruiting for 2008-2009 Board

- Open Board Positions

Marcia Bauer reported that there are still some positions open: VP Business Development, BIS site chair, Franklin site chair, Webmaster chair (may become a committee working with Emily), controller, graphic artist chair (Nicole and Emily have a lead). The biggest hole is VP Business Development. Optimally this person should be someone who can go out into the local business community and solicit new underwriting. Debbie Hirth and Emily will mentor the person and the transition should be smooth.

- President Elect for 2009-2010

Christine mentioned that her term lasts one more year, and ideally a president elect should be in place. She'd like to know if anyone currently on the board is interested or if we have anyone in the community we think would be a good candidate.

7. Events Update

Nicole Johnson reported on plans for Dinner Dance 2009. She asked for feedback on the idea of changing the format to eliminate the sit down dinner, have an interesting theme where people can circulate such as casino night or around the world, and do the live auction with stadium seating. The Hyatt is only available on Feb. 28. That date is pretty early and not ideal for preproduction because ski week is two weeks before. Nicole has checked if the Westin has better dates available, but so far she has not heard back.



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8. Marketing Update

Emily reported that a letter went out from school board President Michael Barber on BSD letterhead. A similar letter will come from each school principal and be sent home with each elementary school student and via the bulletin at BIS. A status update with the pencil logo will go out in the bulletins once we have complete results from the dinner dance.

9. Financial Report

Ricardo Ortiz distributed a financials package. He stressed that the numbers look very good. The revenues are in the bank, but some of the monies need to be disbursed into the correct categories. We are \$231K ahead of last year, but he reminded us that we had a big push at the end of last year whereas this year we have had a sustained big push from much earlier on. Ricardo is cautiously optimistic that we are very close to our target for the year. Ricardo's working estimate for the amount raised thru the dinner dance is \$240K. We will bring the pencils up to \$600K and stress that we still have at least \$100K to go. We discussed how to talk about the push to raise more funds to help offset the impending state budget cuts. It's hard to give a concrete number, but we know the gap will be bigger, and Christine and Nicole are working closely with the school board and the superintendent to get as much clarification as possible. We hope to have the results from the Budget Advisory Committee survey by the next board meeting and the board retreat so we know if the programs we support are the most relevant to potential donors.

10. June Board Retreat Plans

Jill Goldsmith reported that the retreat is planned for Monday, June 9 at the Silicon Valley Foundation in San Mateo from 6-10 pm. Jill suggested that we invite the PTA presidents and we agreed that both current and incoming presidents should be invited. Dinner will be available. Jill asked for our input regarding any issues we feel should be discussed.

11. Adjournment

Christine Seeley adjourned the meeting at 9:00.

Respectfully Submitted By,

Kerry Bitner
Secretary